

PY 2004

GRANT APPLICATION

FOR

WAGNER-PEYSER REEMPLOYMENT SERVICES FUNDS

Bureau of Employment Services
Maine Department of Labor
November 22, 2004

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PY '04 Reemployment Services Grant Proposal

I. Grant Summary

The Maine Bureau of Unemployment Compensation (BUC) in collaboration with the Bureau of Employment Services (BES) and the Division of Labor Market Information Services (DLMIS) has developed a comprehensive service plan to target profiled UI beneficiaries for the Reemployment Services Project. The project will target beneficiaries at ten designated CareerCenter locations.

II. Program Linkages With the CareerCenters

Through collaboration with CareerCenters, BUC is assured that the Reemployment Services Project will provide targeted beneficiaries with relevant services and job search assessments to minimize their length of unemployment. The four principles underlying the organization of Maine's CareerCenters - Universal Access, Customer Choice, Program Integration, and Accountability - ensure that beneficiaries have knowledge of, and access to, the full spectrum of reemployment services available to meet their needs identified by the assessment. Primary employment generating services available to anyone regardless of eligibility or program include:

- Staff assistance to help customers acquire needed services.
- Limited counseling assistance that promotes the role that aspirations play in career decision-making, and promotes higher learning.
- Common intake for Labor Exchange registration, eligibility determinations for Workforce Investment Act and other programs.
- Access to computer applications such as word processing, spreadsheets, data base development and presentations.
- Performance information about Workforce Investment Act, Trade Adjustment Assistance and other programs.
- Information about Maine Labor Laws.
- Information about the availability of, and how to access supportive services, career counseling and training services, and all partner programs.
- Access to computer applications for personal and career development such as keyboarding, self-assessment and career decision-making.
- Internet access and enhanced Internet access using EmployOn[®] Job Search Portal
- Core assessment to help customers link their vocational aptitudes and abilities to jobs.
- Career counseling unrelated to developing individual employment plans.
- Information about obtaining post-secondary financial aid.

While the services described above are available to those who choose to utilize them, the enhanced services to be provided under this proposal identify profiled BUC beneficiaries who will receive reemployment assessments. The Reemployment Services Project is to be delivered by the CareerCenters through the Labor Exchange program. The project is offered through two unique services levels, each designed to provide beneficiaries with the appropriate amount of assistance relevant to individual needs and geared toward greatly improving their chances of returning to work.

Initially, beneficiaries will receive a notice from the BUC requiring them to report to a designated CareerCenter to begin an assessment of their current work search activities, review a variety of reemployment options, and to develop individual work search plans. Beneficiaries identified by the BUC will be directed to attend an in-person orientation at the CareerCenter on a scheduled time and day. .

The ten designated CareerCenters involved in the Reemployment Services Project were selected based on the volume of benefit claims with no recall date and greater than four weeks compensated that occur in the geographic area served by these CareerCenters. The ten areas in the state with the highest concentration of such claims were selected (See Attachment I). Reemployment services will be offered in the Saco, Portland, Bath, Lewiston, Wilton, Augusta, Skowhegan, Bangor, Ellsworth and Presque Isle CareerCenters.

III. Level I: Initial Work Readiness Assessment and Work Search Planning

Initial information sharing and assessment services are delivered in large group setting in which beneficiaries are provided with the following:

- An introduction to all the services the CareerCenter has to offer, including self-directed options and specific program eligibility.
- Relevant labor market information regarding the availability of employment opportunities within the region they are searching, as well as statewide possibilities.
- High demand, high growth employment by key sectors, as appropriate.
- A copy of *Guide to Job Hunting in Maine*.
- Tools, tips and strategies on conducting a successful job search.
- Information on how to obtain further skill assessments and individualize job search services.
- Participants will be required to develop an individualized job search action plan.
- Participants will be registered for Labor Exchange services.

IV. Level II: Work Search Interest and Value Profile/Customized Job Search

Within one to three weeks following the initial Orientation, beneficiaries who are still unemployed and appear to have no job prospects will first be encouraged, and then be directed, to participate in small group skills assessment and customize job search workshops that include:

- Access to O*NET Career Exploration and Skills Assessment workshop;
- Basic educational skills assessment using the Test of Adult Basic Education (TABE)
- Individualized, self-directed O*NET Interests Profiler and Work Importance Profiler assessments.
- O*NET assessments results consultation with a CareerCenter Consultant;
- Customized job search using the EmployOn Job Search Portal to access job content from over 100,000 sources based on the O*NET skill assessment results. (See Attachment II).

V. Project Design.

- a. **How will beneficiaries be selected for the assessments?**

The Reemployment Services Project population to be served includes those who are profiled as likely to exhaust under the Worker Profiling and Reemployment Services Program. Notification will be sent by mail each week to the claimant advising them that they must report to the CareerCenter closest to their residence in order to participate in a Reemployment Assessment Workshop.

The CareerCenters will receive a weekly list of beneficiaries targeted for reemployment and eligibility review. Initially, these lists will be transmitted to the CareerCenters by e-mail. Additionally, the UI Call Centers will fax or mail copies of the work search logs of UI beneficiaries who have been referred to Reemployment Services to the CareerCenters to be used during the initial orientation and the development of work search strategies. The CareerCenters will track attendance and identify individuals who do not comply by transmitting the list back to the BUC via e-mail and/or fax indicating who is or is not meeting the mandatory participation requirements.

The initial **Level I** session will primarily involve Work Readiness Assessment and Work Search Planning. **Level I** consists of information sharing and assessment services delivered in a group setting in which beneficiaries are provided with the following:

- An introduction to all the services the CareerCenter has to offer, including self-directed options and specific program eligibility.
- Relevant labor market information regarding availability of employment opportunities within the region they are searching as well as statewide possibilities.
- High demand, high growth employment by key sectors, as appropriate.
- A copy of *Guide to Job Hunting in Maine*.
- Tools, tips and strategies on conducting a successful job search.
- Information on how to obtain further skill assessments and individualize job search services.
- Participants will be required to develop an individualized job search action plan.
- Participants will be registered for Labor Exchange Services.

At the end of the **Level I** Reemployment Assessment workshop, instructors will ensure that every participant has a completed work search plan. Within one week following the **Level I** session, beneficiaries who are still unemployed will be *encouraged* to participate in **Level II**, which involves small group skills assessment and customized job search workshops that include:

- Access to O*NET Career Exploration and Skills Assessment workshop.
- Basic educational skills assessment using the Test of Adult Basic Education (TABE).
- Individualized, self-directed O*NET Interests Profiler and Work Importance Profiler assessments.
- O*NET assessments results consultation with a CareerCenter Consultant.
- Customized job search using the EmployOn² Job Search Portal to access job content from over 100,000 sources based on the O*NET skill assessment results.

O*NET assessment instruments are typically self-directed and will take the UI beneficiary approximately 1.5-2 hours to complete. Following completion of the O*NET Work Interest and Work Importance Profiles, beneficiaries will meet with a CareerCenter Consultant in a small group setting (five to ten individuals) to learn how to interpret assessment results and use the information to conduct a more intensive job search. TABE assessments will be offered as needed to assess basic educational levels.

Beneficiaries will also be offered assistance to identify a larger pool of potential job openings by matching their skills against job openings within their commuting area found using the EmployOn[®] Job Search Portal. **Note:** Beneficiaries do not have to wait following **Level I** to access the services available at **Level II**. They can move directly into this level without a break if they wish.

b. How will beneficiaries be referred to reemployment services and/or to UI adjudication staff, as appropriate?

Referrals to the Reemployment Services program will be sent through e-mail from the BUC to the local CareerCenters. CareerCenters will host initial Reemployment Assessments previously described as **Level I** services. Beneficiaries will be individually responsible for contacting the CareerCenter for the **Level I** assessment orientation. Failure to report for a scheduled orientation or to contact the CareerCenter for rescheduling will result in a notification to BUC that the beneficiary did not participate in the program.

CareerCenters will report back to UI at the end of the report week for individuals selected to receive Reemployment Services Project services. The responsibility of the locally designated CareerCenter staff will be to:

- Fax the Reemployment Services attendance worksheet to UI prior to the close of business each Friday.
- Research each person on the worksheet for that week prior to faxing the document to UI to note the activity of the claimant as active/inactive as a registered CareerCenter program participant.
- Report clients as "did not attend" ONLY when their service record shows that they are not active in a CareerCenter program or service.
- Report those who have not made ANY effort to come in for service as "did not report for Reemployment Assessments".

c. How will assessments be structured? Describe how the beneficiaries will participate.

When beneficiaries appear at the CareerCenter, they will be provided a brief orientation to explain overall CareerCenter services and to determine their appropriateness for Reemployment Services assistance. In addition to Reemployment Services, all beneficiaries will be offered other appropriate services, including information on other CareerCenter programs for which they may be eligible. Those determined appropriate will be immediately engaged in a standard curriculum containing four elements:

1. Self-understanding - an examination of one's skills, interests, barriers, job readiness;
2. Getting a job - introduction to Labor Market Information, job search strategies, resumes, and interviewing skills;
3. Developing staying power - help in understanding factors that are likely to lead to employment retention; and
4. Developing a transition strategy - developing short-term steps for immediate employment combined with developing longer-term steps leading to a career goal.

These elements will be delivered as **Level I** services by CareerCenter and Labor Market Information Services staff in a 1-2 hour orientation/assessment workshop.

All participants will conclude the initial orientation/assessment with a structured work search plan and information on available job openings. Additional assessment, customized job development and training will be made available to beneficiaries who are unsuccessful following the first week of contact with the CareerCenter.

Following the delivery of **Level I** information, job search will be the central activity. Structured job search, conducted in a group setting, has been shown to be more effective than unstructured individual job search. Job clubs include three components: a classroom segment, a phone room, and active job search tied to LMI.

For individuals who are unable to find a job through the job matching system, **Level II** services will be available to offer self-directed skills assessment services and job development. Services at this level are enhanced by the availability of the EmployOn Job Search system. Additionally, the CareerCenters have developed an employer assistance service component to coordinate contacts with employers for job development services, as well as labor exchange, On-the-Job training (OJT), apprenticeship, rehabilitation, and other direct employer assistance services.

Beneficiaries who remain unemployed five weeks following the initial assessment, and who possess a high school diploma or GED, will be encouraged to enroll in the 90-hour Work Certified program.

- d. How will information be shared between UI and other parties and how will the work search/service plans and activities be documented? For example, if service plans are developed, what will they include and what will be the beneficiaries' responsibilities? If service plans are not developed, how will information be documented?**

The BUC and BES (CareerCenter) reciprocal notification process is outlined above. Additional documentation will be maintained by the CareerCenter, utilizing the One Stop Operating System (OSOS, the client management database) to document registration and participation activity for every beneficiary who is in compliance with Reemployment Services requirements. The CareerCenter will generate reports to the BUC to identify the type of services individual beneficiaries are receiving.

The initial job search plans developed in conjunction with **Level I** service will be required of all beneficiaries. The CareerCenter staff will advise all those in attendance that they must document their individual short-term work strategy based on what they learn, employer demand, labor market information, effective job search strategies and other employment generating activity. The CareerCenter consultant will observe and review each individual plan, but will not collect plans.

- e. What feedback loop will provide information to the UI program about the results of referrals to reemployment services?**

The CareerCenters will follow the notification protocols described above to report activities.

- f. Additional factors**

OSOS will be used to generate reports on the level of overall activity among the Reemployment Services Project participation, which includes service outcomes and performance results.

VI. Projected Performance Improvements.

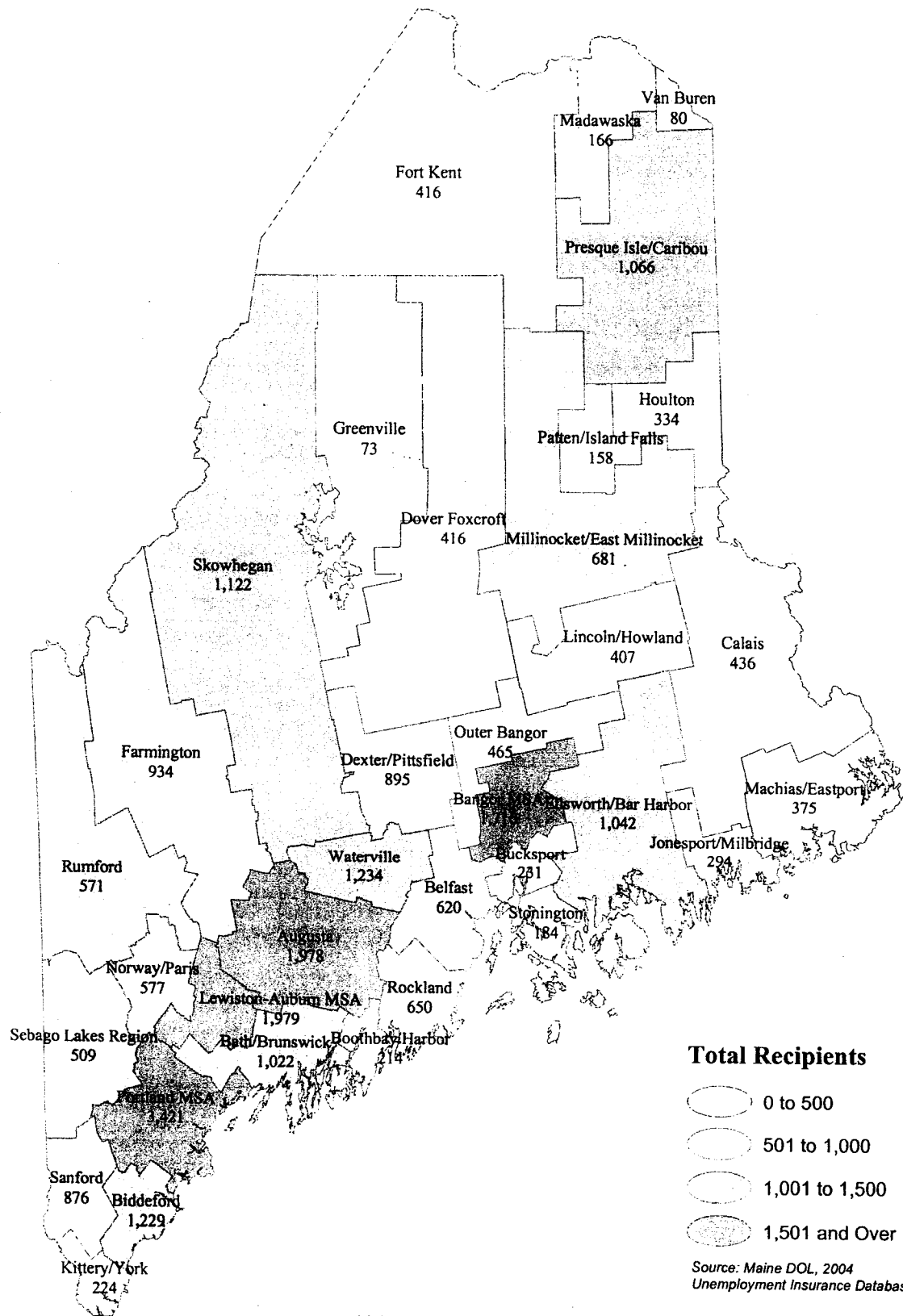
Although the transition from in-person filing to telephone claims resulted in significant operational efficiency gains, increased convenience, and speed of claim processing for claimants, it had an adverse impact on the quality and effectiveness of the claimant eligibility review function. One part of the deterioration of this function can be attributed to the lack of resources needed to effectively cover the phones and process weekly claims, particularly during heavy workload winter months. But, part of the problem has resulted from the physical separation of UI and ES service delivery. Claimants do find filing their claims to be faster and more convenient, but they have also disconnected from the job search and assistance side of the operation. ERIs are currently conducted in Maine by mail, mostly checking up on information already provided in the weekly claim form. Very little work, if any, is done to help the UI beneficiary develop a work search strategy since the UI staff are not trained in job search and assistance methodologies. Additionally, due to the lack of resource very little follow-up occurs when ERI questionnaires are not returned. The Reemployment Services Pilot Project is expected to eliminate the problems associated with the current ERI process; reconnect the UI beneficiary with the CareerCenter, and provide the individual with the structure and support needed to effectively and quickly become reemployed.

In addition, the BES in collaboration with the local CareerCenters, will seek to ensure that the following UI and ES program improvements are realized:

- Profiled and non-profiled beneficiaries will be reemployed in ten weeks or less, reducing the overall number of exhaustees and reducing the average weekly benefit duration.
- The number of beneficiaries who register for CareerCenter services will increase by 30percent.

Maine Unemployment Insurance Regular Benefit Recipients With No Recall Date And Greater Than 4 Weeks Compensated, 2003

09/08/04



Maine Department of Labor
Labor Market Information Services

**Maine Unemployment Insurance Regular Benefit Recipients With No Recall Date and Greater Than 4 Weeks Compensated for Benefit Year Ending Dates Between January 2004 and December 2004
by Major Occupational Categories and Labor Market Areas**

Labor Market Area	Dictionary of Occupational Titles Major Occupational Categories											Percent of Total
	Prof/Tech/Mgr	Clerical & Sales	Service	Agr/Fish/Forest	Processing	Machine Trades	Benchwork	Structural Work	Miscellaneous	Information Not Available	Grand Total	
Augusta LMA	356	338	170	55	112	82	47	392	419	2	1,973	7.3%
Bangor MSA	302	321	205	38	76	90	23	306	351	4	1,716	6.3%
Bath - Brunswick LMA	246	180	139	43	32	34	147	175	172	4	1,022	3.8%
Belfast LMA	86	82	79	37	22	15	5	130	161	3	620	2.3%
Biddeford LMA	245	204	308	43	68	60	21	119	161	3	1,229	4.5%
Boothbay Harbor LMA	34	39	76	9	3	4	1	17	30	1	214	0.8%
Bucksport LMA	30	33	41	3	10	6	5	45	57	1	231	0.9%
Calais LMA	41	59	29	30	19	20	4	85	149	1	436	1.6%
Dexter - Pittsfield LMA	68	112	75	30	56	68	18	212	252	4	895	3.3%
Dover-Foxcroft LMA	34	47	38	18	33	20	8	83	135	4	416	1.5%
Elisworth - Bar Harbor LMA	141	150	292	90	37	7	7	108	191	4	1,042	3.8%
Farmington LMA	104	103	117	76	59	59	14	215	187	1	934	3.4%
Fort Kent LMA	19	22	19	62	32	15	25	75	146	1	416	1.5%
Greenville LMA	9	11	21	7	2	3	3	11	9	1	73	0.3%
Houlton LMA	35	26	29	48	14	10	4	68	99	1	334	1.2%
Jonesport - Millbridge LMA	21	25	40	20	30	4	3	31	117	3	294	1.1%
Kittery - York LMA	51	49	42	13	3	8	3	33	25	3	224	0.8%
Lewiston - Auburn MSA	297	425	198	71	140	122	42	317	363	4	1,979	7.3%
Lincoln - Howland LMA	33	30	31	35	45	28	2	76	127	2	407	1.5%
Machias - Eastport LMA	38	33	52	21	19	15	6	65	125	1	375	1.4%
Madawaska LMA	12	17	18	15	7	4	4	25	61	1	166	0.6%
Millinocket - East Millinocket LMA	71	66	39	28	180	43	3	103	146	2	681	2.5%
Norway - Paris LMA	67	77	77	19	39	28	13	133	124	2	577	2.1%
Outer Bangor LMA	40	53	30	15	23	40	9	130	123	2	465	1.7%
Patten - Island Falls LMA	12	13	8	23	14	5	1	26	56	4	342	1.2%
Presque Isle - Caribou LMA	903	807	372	130	195	136	62	329	483	1	1,066	3.9%
Rockland LMA	120	179	61	76	42	25	5	224	333	2	650	2.4%
Rumford LMA	117	93	116	48	24	11	6	80	153	1	571	2.1%
Sanford LMA	89	73	109	38	18	31	6	109	98	1	571	2.1%
Sebago Lakes Region LMA	126	132	155	27	81	57	27	117	154	2	876	3.2%
Skowhegan LMA	77	66	56	21	42	40	13	86	108	1	509	1.9%
Stonington LMA	109	113	110	57	83	64	20	251	313	2	1,122	4.1%
Van Buren LMA	29	23	49	16	4	2	1	19	41	1	184	0.7%
Waterville LMA	141	246	125	20	81	52	19	256	293	5	1,234	4.5%
Information Not Available	159	87	68	19	17	15	5	55	109	1	539	2.0%
Total	4,271	4,349	3,399	1,303	1,667	1,243	451	4,492	5,902	52	27,129	100.0%
Percent of Total	15.7%	16.0%	12.5%	4.8%	6.1%	4.6%	1.7%	16.6%	21.8%	0.2%	100.0%	

9/7/2004

Standard Industrial Classification Major Industry Divisions

9/7/2004



Job seekers...
prepare to meet
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You're looking for a job. Not just any job.
The right job. Is it out there? Absolutely,
but the real question is whether you have
the tools to locate it quickly.

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In this era of downsizings and layoffs, the competition for open positions is fierce. Skimming the classifieds or calling employers from the yellow pages is not enough. You need to immediately locate the jobs that fit your credentials.

With ClientMatch from EmployOn, you can instantly identify employers in your area who are looking for people with your abilities. Simply enter your skill sets, and ClientMatch pulls back local jobs from EmployOn's industry-leading database of over 4.5 million job listings.



"As a client of EmployOn, we have found their job search and matching capabilities to be very helpful in finding our customers new job leads. EmployOn's ability to aggregate so many jobs from so many websites, including corporate, education, government, newspaper, and other niche sites has been very helpful in saving staff time, as well as helping them identify new companies for job development."

David Augstinho

Executive Director
Cape & Islands Workforce Investment Board



Help turn adversity into
opportunity.

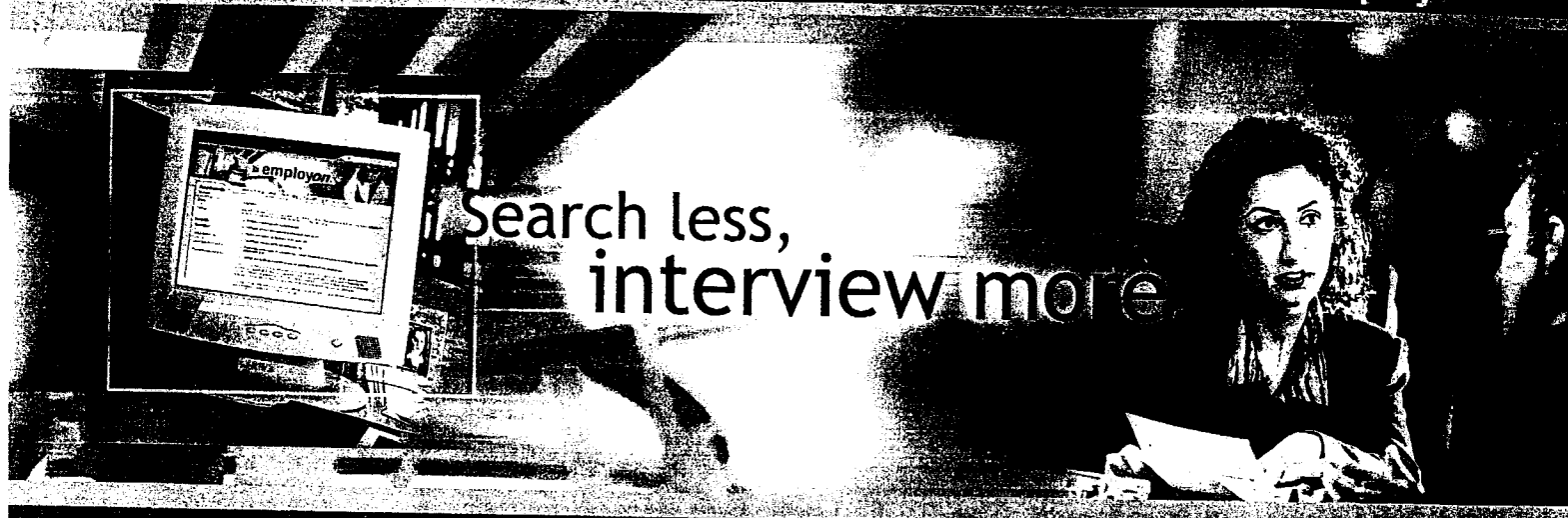
Job cuts. Layoffs. Downsizing. The words may be different, but your job is the same—help the workers in your state find new employment. And soon.

Rapid Response Solutions from EmployOn.

Major corporate layoffs are a shock to any State's economy.

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- Rapid Response Portal—a customized employment portal that can be rapidly deployed during even the most stressful job loss situation
- ClientMatch—a proprietary tool that allows Job Developers and Case Managers to match job seekers with open positions quickly and accurately
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- With EmployOn's Rapid Response Solutions, any state can quickly provide displaced workers with the tools and access to jobs they need to find new employment. In so doing, a state can also demonstrate its commitment to its employers and workers—a valuable public relations tool in today's competitive environment.



Finding a needle in a haystack isn't that hard when you have a magnet.. Neither is finding the perfect job when you have the world's largest jobs database at your fingertips.

The EmployOn Job Search Portal.

If your online job search feels like a monstrous amount of work, perhaps you're on the wrong website. EmployOn's Customized Job Search Portal provides easy-to-use job hunting tools designed to decrease your time online while increasing the time you spend in front of potential employers.

The advantages of the EmployOn Search Portal include:

- Job Content—the world's largest database of jobs (4.5 million), aggregated from over 150,000 online sources
- The Best Match—a proprietary search technology that produces more relevant results for every job search
- Resume Creation & Post—password protected tools that put your credentials in front of interested employers
- Registration—optional, user-friendly forms that increase overall job seeker satisfaction



"The EmployOn Job Search Portal has allowed us to expand our relationships with local employers by providing a system that automatically acquires their jobs through the spidering process. In addition, we were completely satisfied with EmployOn's ability to timely deliver our new customized website, train our staff and maintain a high level of service."

—Ardis Cazeno

Director Labor Exchange Services
State of Michigan Department of Career Development